

STRATEGY SHEET

Agency Outreach Plan for Adoption of the Dominguez Watershed Management Master Plan

SITUATION ANALYSIS

The Dominguez Watershed Management Master Plan (DWMMP) is a comprehensive document to assist stakeholders in the protection, enhancement, and restoration of the environment and beneficial uses of the Dominguez Watershed. To realize the document's full potential, it is recommended that the governing body of each Dominguez Watershed Advisory Council (DWAC) member agency adopt the DWMMP and incorporate its principles in their respective agency projects and programs. The DWMMP is a multifaceted technical document; therefore, DWAC has developed this Agency Outreach Plan to provide stakeholder representatives, delegates and consultants with a strategy that highlights the most critical elements of the plan, as well as methods to build support for the adoption and implementation of watershed projects and programs.

PRIMARY OBJECTIVES

- Adoption of DWMMP by governing bodies of DWAC stakeholder agencies.
- Provide stakeholder representatives, delegates and consultants with information and resources necessary to educate and inform agency officials.

SECONDARY OBJECTIVES

- Incorporation of DWMMP principles in agency projects and programs.
- Inter-agency collaboration in projects and programs identified within DWMMP.
- Educate agency officials on the principles and benefits of Watershed Management.
- Engage regional stakeholders and members of the general public in environmental stewardship.

STRATEGY

Included in this packet is a CD with files containing a DWMMP Information Sheet, draft press release/sample newsletter, draft resolution language, a DWMMP PowerPoint presentation and accompanying presentation outline. These resources will assist in providing agency officials and the general public with sufficient information about the DWMMP stakeholder-based development process, as well as critical regional watershed issues. Additional technical and public outreach support of the DWMMP will be provided by the Los Angeles County Department of Public Works (LACDPW) Watershed Management Division and Public Relations Group. Please contact Linda Tacconelli, at (626) 458-4335, or by e-mail at ltaccone@ladpw.org.

TACTICS

Dominguez Watershed Management Master Letter ? You have received a formal letter from LACDPW Interim Director Donald Wolfe, recommending adoption of the DWMMP. LACDPW is providing the enclosed outreach materials to assist in the effort.

DWMMP Information Sheet ? A one page summary of the DWMMP for distribution to agency officials, as well as to members of the general public. This effective marketing tool contains an overview of the DWMMP, important contact information and the URL address of the DWAC Web site, where a PDF version of the DWMMP may be viewed and/or downloaded. The front page outlines general DWMMP information. The back page should be modified by each individual agency to highlight local watershed-based projects and programs. An example of a watershed-based initiative and its linkage to the DWMMP has been provided. Ideal for distribution at public counters, community meetings or as a direct mail piece. **Target audience:** city councils, municipal and executive boards, policy and planning agencies, homeowner and environmental groups, service agencies, community-based organizations, and the general public.

Draft Press Release/Sample Newsletter Article ? A draft press release/sample newsletter article announcing the agency's adoption of the DWMMP and giving a brief history of its development and potential impacts. The press release may include a quote from an agency official or spokesperson. LACDPW Public Relations Group staff can provide assistance in dissemination to media outlets if necessary. **Target audience:** media, the general public through agency and employee newsletters, etc.

Draft Resolution Language ? DWAC has provided a draft resolution with suggested language for formalizing DWMMP adoption by municipal governments and other stakeholders. The resolution is a mechanism generally used by public agencies to indicate the adoption of a specific policy or agreement. **Target audience:** city councils, municipal and executive boards, service agencies, and policy and planning agencies.

PowerPoint Presentation ? A cost-effective and time-efficient method of disseminating information and gaining support from councils and other governing boards, as well as homeowner groups, service agencies, and other non-governmental organizations. The DWMMP PowerPoint presentation encompasses a brief background and description of the Dominguez Watershed, development of the DWMMP, regional watershed issues and concerns, DWMMP goals and objectives, strategic actions, and next steps. For use in educating groups about the DWMMP and building support for its adoption, the presentation can be modified as needed to address specific audience interests. **Target audience:** city councils, municipal and executive boards, policy and planning agencies, homeowner and environmental groups, service agencies and community-based organizations.